PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 Park Avenue, New York, NY 10017

TO: Mr. R. P. Heretick DATE: January 10, 1989

FROM: E. N. Herald

SUBJECT: PROJECT ART AD/PACK REQUEST (M55 - M60)

Attached is the Marketing Research request for the Project ART ad/packs. Packaging materials are scheduled to be available January 24, 1989.

Please note that there are six different test cells identified as M55 through M60. Test number M58 is a control product (Merit blend cigarette with white tipping) and will be packaged in the same package as test product M55. It is important that the control product be clearly identified with a small red dot in the center of one side of the pack prior to overwrapping.

Please notify me at New York extension 3682 regarding the schedule for fulfilling this request.

Thank you.

Attachment

cc: C. Arterbery
C. Bates
J. Bickett
D. Birdsong
E. Gee
W. Houck
J. Isaacs
J. Jones
B. Latshaw
C. Levy
J. Myracle
D. Newman
C. Rowe
M. Suter
J. Warren
J. Whitman
E. Wickham

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